

HOOVER SENIOR CENTER ANNUAL REPORT

2018/2019



Dedicated
to the
Hoover Express Drivers



THIS WAS ANOTHER GREAT YEAR!

Dear Senior Center Members,

Thank you for making 2018-2019 a stellar year for the Hoover Senior Center.

Once again, we have taken action with member input in mind as we strive to continue to be a center of distinction. Our Strategic Planning Committee has been working all year tackling numerous goals that will improve the overall experience at the senior center. With the development of a strategic plan we have created a vision for our future.

Our committed Hoover New Horizons Advisory Board and committee members continue to serve you in a wide variety of ways. In addition, this year several members volunteered their time to update the New Horizons by-laws and training manual.

With our membership gaining 330 new members in fiscal year 2018-19, our city council and mayor supported us financially to enable us to add 189 classes and seminars. As a result, over 30,220 visits were made to all of our classes and seminars throughout the year.

The senior center campus received a brightening facelift through a lighting upgraded in our parking lot and east side of building. We have also added a few safety upgrades.

You matter to us and we are grateful for the opportunity to continue serving you while keeping our center fun, orderly and safe.

Sincerely,

Dana H. Henson
Hoover Senior Center Manager





Senior Center Staff

Dana Henson, Manager
Tracy Vinzant, Assist Manager
Scott Gloor
Kimberly Wedgeworth
Abi Bostrom

New Horizons Board

Ray Dugas, President
Helen Tankersley- VP
Tom Brown-Secretary
Alice Loudermilk-Treasurer
Suzanne Challiss
Venda Hooks
Harriet McQueen
Gene Powell
Tillie Powers
Ginger Prisoc-Schweitzer
Bob Wiltsey

Strategic Planning Committee

Pam Burks
Lynn Cummings
Rosemary Dallam
Rebecca DeShazo
Ray Dugas
Billy Edwards
Ann Frazier
Scott Gloor
Win Powell

Mayor
Frank Brocato
City Administrator
Allan Rice

City Council

John Greene
John Lyda
Casey Middlebrooks
Derrick Murphy
Curt Posey
Mike Shaw
Gene Smith

Parks and Rec Board

Craig Moss-Director
Lynn Cummings
Bobby Humphrey
Ben Lord
Howard Payton
Rickey Phillips
Paul Sanford
Steve Townsend

MISSION

Hoover Senior Center exists as a partnership to serve and empower senior adults by providing opportunities that promote quality of life through social engagement, physical well-being, community involvement, creativity, and life-long learning.

VISION

The Hoover Senior Center will be recognized as a model for excellence in providing opportunities, programs, and services for older adults. Through a dedicated team, we commit to enriching the lives of seniors as we serve and empower them in a positive and safe environment.

VALUES

Respect
Integrity
Safety
Service
Synergy
Empathy
Excellence



Highlights

Facility

- New additions and installations included:
 - Media screens in the west and east side of the center
 - Additional exterior lights
 - Another panic button
 - An employee card access control system

New Programming

- Monthly creative arts workshops:
 - Calligraphy
 - Jewelry making
 - Acrylic painting
 - Tie-dye workshop
 - Bow making
 - Wreath making
 - Ornament making
- Short-term fitness classes:
 - Arts and meditation
 - Restorative yoga
 - Dance fit fusion
 - An added Pilates class
- Special speakers:
 - Etiquette 101
 - Memory screenings
 - Container gardening
 - Healing power of music
- Events:
 - Mother/daughter tea
 - Magic hour
 - Drug takeback program
 - All American indoor picnic

Highlights cont'd

Marketing

- The senior center and center members were featured in a number of publications including:
 - The Hoover Chamber of Commerce magazine
 - The Hoover Sun
 - The Hoover Magazine
 - Senior Life Magazine

Volunteers

- Outreach groups, including the crochet group and sew n' sews, created items for hospice patients in the area.
- Created a detailed volunteer handbook to accompany the volunteer application given to each volunteer.

Evaluations

- Two member focus groups were completed.
- Pre and Post tests were administered to a sample of classes.
- Conducted member-wide satisfaction survey.
- Completed individual interviews with members to evaluate specific classes.

Nutrition Program

- Enhanced daily lunch volunteer support, making lunch service more self-sufficient.
- Partnered with Sacks for Seniors to give care packages to Meals on Wheels participants.

“What I value most about the senior center is the opportunity to stay engaged in exercise, social events and entertainment.....”

Highlights cont'd

Assessments and Inspections

- United Way conducted a site visit to ensure that Alabama Department of Senior Services standards are being met.
- The center achieved a Health Department rating of 100 on two site visits.

Sponsorships and In-kind gifts

- The Hoover Art Alliance sponsored our art instructor for 6 months.
- Aldridge Gardens agreed to share quarterly presentations on topics related to horticulture and gardening.
- The Hoover Service Club sponsored funds to replace some of the center's worn furniture and provided funds for activity supplies.

Time Spent with the Hoover Community

- Presentation to the Kiwanis Club.
- Attended:
 - Hoover Service Club meetings
 - Chamber of Commerce meetings
 - Senior Spirit Expo
 - The Shelby County Senior Picnic
 - Mayor's Breakfast
 - Senior Lifestyle Community EXPO
 - Mayor's Leadership Luncheon
 - City Council meetings

"I was lonely after my husband passed away and the social environment here is very important."

“Class provides an opportunity to socialize and make friends.”

Participation Summary

- TOTAL MEMBER VISITS: **32,155**
- TOTAL NEW MEMBERS: **330**
- TOTAL EXPRESS RIDES: **1,388** passenger trips
- TOTAL CONGREGATE MEALS: **7,235** served
- TOTAL LUNCHEONS, DINNERS, AND LUNCH/LEARN ATTENDEES: **1,735**
- TOTAL TRIPS TAKEN: **32** (includes lunch bunch)
- TOTAL VOLUNTEER HOURS: **11,195**
- EDUCATION & INFORMATION SEMINARS OFFERED: **31** events with **491** visits
- HEALTH & WELLNESS SEMINARS/CLASSES OFFERED: **26** events with **574** visits
- CREATIVE ARTS CLASSES OFFERED: **287** classes taught with **1,646** visits
- MENTAL EXERCISE CLASSES OFFERED: **483** classes taught with **4,154** visits
- TECHNOLOGY CLASSES OFFERED: **115** classes taught with **115** visits
- PHYSICAL EXERCISE CLASSES OFFERED: **1,022** classes taught with **23,240** visits

“Doing a great job; feels like family”

Participation Trends

EVENT	2017/2018	2018/2019	CHANGE
Member Visits	31,529	32,155	+626
New Members	332	330	-2
Hoover Express Rides	1,480	1,388	-92
Congregate Meals	7,310	7,235	-75
Meals Served at Luncheons, Dinners, Lunch/Learns	1,820	1,735	-85
Trips and Tours	34	32	-2
Hours of Volunteer Service	8,378	11,195	+2,817
Creative Arts Classes	268 with 1,431 visits	287 with 1,646 visits	+19 classes +308 visits
Educational and Informational Seminars	16 with 275 visits	31 with 491 visits	+15 classes +216 visits
Health and Wellness Events	14 with 286 visits	26 with 574 visits	+12 classes + 288 visits
Mental Exercise Classes	463 with 4,054 visits	483 with 4,154 visits	+20 classes +100 visits
Physical Activities	901 with 23,934 visits	1,022 with 23,240 visits	+121 classes -694 visits
Technology Classes	113 with 113 visits	115 with 115 visits	+2 classes +2 visits

Report from Hoover New Horizons

- Updated the Hoover New Horizons by-laws.
- Hoover Express provided 1,388 rides.
- The Songbirds performed at more than 20 venues.
- Added a fourth evening dinner dance to the summer schedule.
- Invited to the Leadership Hoover Luncheon, sponsored by Mayor Brocato.
- Visited other senior centers in Alabama to assess what they offer to seniors in their communities.
- Hosted a senior center leadership team from Georgia and shared our experiences to help them achieve accreditation.
- Trips and Tours sponsored multiple activities, including overnight and day trips.



“A wonderful place to come.”

Evaluation Summary

Members gave us feedback related to programming, classes, the staff, and the facility.

Evaluation methods included 1) a general member satisfaction survey, 2) focus groups, 3) individual interviews, 4) pre-and-post tests, and 5) the comment box.

After analysis of the 2019 satisfaction survey, using a rating scale of 1-5 where 5 is best, overall satisfaction responses included*:

- The senior center offers an exceptional variety of programming and activities: **4.76**
- The staff members are courteous and helpful to me: **4.92**
- I feel like a valued member at the senior center: **4.86**
- I have fun at the senior center: **4.88**
- The senior center facility is clean: **4.90**
- The staff members provide a safe environment for members: **4.90**
- I am appreciated as a volunteer: **4.83**
- Overall, I am satisfied with the activities and programming offered at the senior center: **4.76**

* A copy of all survey feedback can be found at the senior center's front desk.

Volunteers

Hours of service provided by volunteers: **11,195 hours by 134 volunteers.**

The dedicated center volunteers are critical to the success of the Hoover Senior Center. The center would not be able to offer the programs, events, classes and services to members without the volunteers who give their time to support the center. There were a variety of volunteer roles during 2018/2019, including:

- Administration team
- Daily lunch entertainment
- Daily lunch helpers
- Hoover Express drivers
- Instructors/activity leaders
- Meals on Wheels preparation volunteers
- New Horizons Board members
- New Horizons Board committee member
- Songbirds
- Trips and Tours leaders

In addition to the member volunteers, the City of Hoover leadership also provided significant support in the form of funding, and assistance from city departments including 1) Mayor's office, 2) Parks and Recreation, 3) Finance, 4) Risk, 5) Human Resources, 6) Public Works, 7) Fleet, 8) Fire and 9) Technology.

Approximately 50 sponsors and partners also contributed to the success of the senior center this year. They hosted lunch and learns, offered educational presentations/materials on a variety of topics, conducted health-related screenings, provided funding for the nutrition program, and furnished food and prizes for center events.

Volunteer of the Month

In mid- 2018 we began to give special monthly recognition to volunteers who made exceptional contributions to the senior center and center members.

The volunteers recognized in 2018/2019 were:

Carol Byrd	Gigi Mapes
Venda Hooks	Fred Ernst
Pam Burks	Jerry Smith
Ron Christman	Ed Auslander
Jackie Nelson	Sandra Starr
Susan Gilliland	Bill Lees

What Members are Saying

“As a 92-year-old Senior, I am writing to thank you for the services you provide, most particularly, the HOOVER EXPRESS, that provides transportation to doctor appointments, shopping and errands for the Senior citizens of Hoover. The service is easy to access, the cars are like new, and the volunteer drivers are prompt, dependable, courteous, friendly, and helpful. One would, I think, have to have experienced no longer being able to drive to appreciate fully the service you provide. Thank you for this and other services you provide for the City’s Senior population.”

“The senior center is such an asset to me.”

*“These people in my class **ARE** my family!”*



“I love how our instructor works with each individual and their abilities.”

Goals for 2018/2019

Administration

- Formulate a detailed senior center expansion plan.
- Revise the senior center's *Policy and Procedure* manual.
- In future planning, when applicable, implement the new project management process recommended by the City of Hoover.

Programming

- Continue to add new programming based on member requests and identified needs.

Marketing/Outreach

- Begin development of a five year marketing plan.
- Continue to establish an online presence promoting specific programs and services.

Volunteers

- Make volunteers more identifiable.
- Continue to find new ways to utilize volunteers.





QUESTIONS?

